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MARKETING IN FISHERIES
A SELECTIVE ANNOTATED BIBLIOGRAPHY

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FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
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PREPARATION OF THE DOCUMENT

This document aims to provide a starting point in a field where little bibliographical work has been done. It has been compiled on the basis of research on the FAO, ASFA, CAB, and AGRIS databases. Preference has been given to material available in FAO's David Lubin Memorial Library and Fisheries Branch Library.

Merrikin, P. (comp.).
Marketing in fisheries. A selective annotated bibliography.
FAO Fisheries Circular No. 817. Rome, FAO. 1989. 61p.

ABSTRACT

This bibliography aims to facilitate access to recorded experience and data regarding fish marketing development, to stimulate the sharing of information and to broaden knowledge in the field.

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The FAO Fisheries Circular is a vehicle for distribution of short or ephemeral notes, lists, etc., including provisional versions of documents to be issued later in other series.

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Preface

Marketing is the last step in a chain of events of variable length: supplying consumers with products. As such, it also represents the decision whether and to what extent the efforts of the preceding stages of production, processing and trade are remunerated. Despite marketing's fundamental importance for the economic performance of the fishery sector and generally growing interest in the subject, it appears that access to recorded experience and analysis relevant to fish marketing development and improvement is limited. The purpose of this bibliography is, therefore, to facilitate such access and in this way to provide an information service to marketing workers and others interested in the subject, to enhance the awareness of international experience.

One of the criteria in the selection of references has been the relative ease of access to the publication and therefore those contained in the FAO collection represent the major part of the bibliography. Some of the references may be considered out-dated; they have been included to give an indication of developments to date and to allow comparisons in a historical context. For the marketing scientist, only some of the references will meet criteria of scientific analysis. Those which do not meet such standards are included for their informative value regarding situations where very little is known from other sources. This material should also be helpful for the organization of new investigations. With regard to references related to international trade in fish and fishery products, only those entries have been maintained which provide the latest available up-to-date information, i.e. earlier issues of Fishery Commodities Situation and Outlook are omitted, and only those meeting papers which constitute major steps in the development and implementation of FAO's programme for promoting international fish trade are covered.

Although it is not comprehensive, this bibliography is published with a view to soliciting suggestions for additional entries or changes from its users, in this way making it a continuously available up-to-date tool for fish marketing development and study. In this context it is hoped that it will stimulate the sharing of experiences, and specifically assist in broadening fish marketing knowledge, increasing efficiency and improving the performance of national and international fish marketing systems.

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Introduction

"Marketing in Fisheries" is clearly a very broad topic and no limitations have been applied in the selection of materials for this bibliography. This has led to a situation in which a great diversity of materials, in terms of subject interest, geographical range, and differing scientific levels, have been identified and considered.

Research for the bibliography was undertaken on the basis of online research on the ASFA, FAO, CAB and AGRIS databases. These provided a considerable number of citations, of which the most appropriate were selected by Dr. Ruckes and then identified by the bibliographer. The vast majority of the documents contained are part of the documentary resources of FAO. Most were found in the Fisheries Branch Library, with some back-up necessary from the David Lubin Memorial Library. Many thanks are due to Ms. C. Cuerden and Ms. V. Saluzzi of the Fisheries Branch Library who provided assistance and consultation.

The bibliography is arranged in a single alphabetical sequence by author, with works by the same author arranged alphabetically by title. Entries are arranged by corporate author only in the case that no personal author is named. This system has been preferred to avoid a considerable grouping of documents under the heading "FAO". For users interested in materials on a particular country or subject, geographical and subject indices have been provided. As a further aid to the user, a List of Conferences, composed of some major conferences, has been included.

Each entry includes a brief abstract of the contents of the document and fullest possible bibliographical details, in order to facilitate identification and retrieval. As much of the literature included is of a non-conventional nature, it has not always been possible to provide a full standard bibliographical entry.

The language of the title is assumed to be the only one of a particular document and is therefore not specified in this case. Should it, however, be published in more than one language or provide abstracts in other languages, this will be noted by the following abbreviations: En., Es., Fr. etc. denote the language of the document and en., es., fr. etc. denote the language of an abstract.

As a selective bibliography, it makes no claim to comprehensiveness, but aims rather to provide a starting point for a larger, more comprehensive work. It will therefore be updated and any suggestions from users with regard to additions or changes, accompanied by full bibliographical details and a brief abstract, should be sent to:
Dr. E. Ruckes, Fish Utilization and Marketing Service, Fishery Industries Division, FAO.

P.A.Merrikin

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32 Carleton, C.R.C., Fish marketing and distribution in Tonga. Rome,
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Assesses northern Omani fisheries and the extent to which they can contribute to Oman's development. Presents the results of a detailed field survey conducted 1974-6. Looks in detail at marketing, handling, distribution, transport, traders and prices.

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56 ESCAP, Handling, marketing and consumption of aquaculture
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Discusses effect of seasonal nature of fishing on marketing patterns and on the activities of fish processors. Relates marketing relationships to community size, number of buyers and availability of transportation.

58 Espoz Espoz, M., Introdución a la pesca argentina. Su rol en la 1985 economia nacional y mundial. Mar del Plata, Fundación Atlantica, 336p.
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59 FAO, Barter trade possibilities and fish export promotion. Technical 1985 Consultation on Fish Trade Matters, Rome, 28-31 January 1985. Rome, FAO, 7p. FTM/85/6.
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61 FAO, Development in the terms of trade for fishery production. 1984 Technical Consultation on Fish Trade Matters, Rome, 28-31 January 1985. Rome, FAO, 11p. En., Es., Fr. FTM/85/5.
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A mission report separated into two sections: the first looks at fisheries sector in Djibouti and evaluates the impact of development projects; the second looks at project proposal, one of whose elements is marketing and promotion of fish.

63 FAO, Fish by-catch. Bonus from the sea. Report of a Technical 1981 Consultation on Shrimp By-catch Utilization held in Georgetown, Guyana, 27-30 October 1981. IDRC-198e.

Papers for a technical consultation, including a section on "Marketing, Economic and Resource-Management Aspects".

64 FAO, 1980 Fish market surveys in Kuwait, Oman, and the United Arab Emirates. Rome, FAO, 61p. DP/RAB/71/278/17.
Consists of three reports of surveys of market activities. Part 1 is a review of fish market statistics in Kuwait; part 2 covers fish landings by Houri fishermen at the fish souk in Muttrah (Oman); part 3 is a fish market survey on the West Coast of the United Arab Emirates in May and June 1978.

65 FAO, 1986 Fish processing in Africa. Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Lusaka, Zambia, 21-25 January, 1985. FAO Fish Rep., (329) suppl.: 474. En., Fr.
Contains 54 papers presented. Session 4 covers "Marketing of Fish and Fishery Products.

66 FAO, 1985 Fishery Marketing Advisory Service, Brazil. Project findings and recommendations. Rome, FAO, 22p. DP/BRA/78/004. Terminal Report 2.
Reviews the various activities of the project, with particular emphasis on COPELCO (Cooperativa Mista Regional de Pesca de Luis Correia Ltda) as part of the National Plan for Fisheries Cooperatives, and on its activities in marketing, handling and distribution.

67 FAO, 1970 Fishing ports and markets. London, Fishing News (Books) Ltd., 396p. En., Es., Fr.
Papers of the FAO Conference on Fishing Ports and Port Markets, Bremen, 1968. The scope of the conference was to discuss the problems of harbour development. Includes papers regarding the construction and layout of market halls, market and auction systems, unloading and handling facilities, processing and transportation facilities, and administration and management of port markets.

68 FAO, 1985 Informe de la Consulta de Expertos sobre Tecnología de Productos Pesqueros en América Latina, Ciudad de México, 13-16 de diciembre de 1983. FAO Inf. Pesca, (340):22p. FAO Inf.Pesca, (340)suppl.:303p.
Report and supplement containing papers presented. One section considers product development and market investigation.

69 FAO, 1978 Investigation of prices and margins for fish sold to National Cold Chain Operations (NCCO) by the Tanzania Fisheries Corporation (TAFICO). Dar es Salaam, FAO, 12p.+app.IV. URT/78/016.
Report on the activities of the National Cold Chain Operations and the Tanzania Fisheries Corporation.

70 FAO, 1984 Possibilities to improve the structure of international trade in fish and fishery products. Technical Consultation on Fish Trade Matters. Rome, FAO, 11p. FTM/85/4.
Reviews constraints to trade of selected value-added fishery products in major European markets.

71 FAO, 1982 Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Casablanca, Morocco, 7-11 June 1982. FAO Fish.Rep., (268) Suppl.:288. En., Fr.
Consultation reviewed progress of fisheries technology in Africa. Session IV covers "Marketing of fish and fishery products in Africa".

72 FAO, 1980 Report on the CIDA/FAO/CECAF Workshop on Fishery Development Planning and Management. Rome, FAO, 484p. TF/INT 180 (b) (CAN)
A workshop held to educate fisheries managers and planners in the CECAF countries in the latest techniques, methodology and practices of fisheries management and development planning and to discuss common problems.

73 FAO, 1975 Report of the FAO/NORAD Round Table Discussion on Expanding the Utilization of Marine Fishery Resources for Human Consumption, Svanoy, Norway, 25 August to 4 September 1975. FAO Fish.Rep., (175):47p.
Looks at present utilization of fishery resources for human consumption, fishery product processing techniques, and production costs. Annexes consider marketing possibilities of various fishery products.

74 FAO, 1978 Report of the Technical Consultation on the Latin American Hake Industry, Montevideo, Uruguay, 24-28 October 1977. FAO Fish.Rep., 203:69p. FAO Fish.Rep., (203) Suppl.1:266p. En., Es.

Looks at the hake industry in Latin America and potential buyers. A substantial growth in exports to North American and European markets predicts a bright future. Discussions at meeting cover resources and catching methods; technological characteristics; quality control and marketing. Report includes abstracts of the 37 papers presented at the consultation. Supplement contains selected papers.

75 FAO, 1979 Report on the Training Course for Fish Marketing Personnel, held at the Institute of Fish Technology, Colombo, Sri Lanka, 18-27 April 1979. Rome, FAO, 17p. GCP/INT/118 (SWE).
Report of a course which concentrated primarily on topics relevant to domestic fish marketing in Sri Lanka: procurement, handling and storage, processing, distribution, pricing and sales, and promotion.

76 FAO, 1977 Selected publications on the technology of fish utilization and marketing. FAO.Fish.Circ., (136) Rev.1:57p. En., Es., Fr.
A selected bibliography covering a variety of topics, including quality control, handling, processing, distribution, and marketing. Annex presents a list of serial publications in the field.

77 FAO, 1982 The Sudan. The Sudd fisheries: potential and prospects. Report of the seminar in Juba, the Sudan, 24-28 November 1981. Rome, FAO, 79p. DP/SUD/79/001.
Report and papers of the seminar. Subjects covered include handling and marketing.

78 FAO, 1973 Technical Conference on Fishery Management and Development. Vancouver, Canada, Feb.13-23, 1973. Proceedings. J.Fish.Res.Board Canada, 30(12):1925-2537.
Proceedings of the conference, whose objective was the centralization of worldwide information and experiences regarding fishery management and development. Contains papers of interest to marketing.

79 FAO Rural Institutions Division, 1970 Report on FAO Conference on Agricultural Marketing for the English-speaking Countries of the Caribbean Area, held at Kingstown, St. Vincent, 1-9 December 1969. Rome, FAO, 41p. RU:MTC/69/Report.
Describes the main problems in agricultural marketing in the Caribbean area and proposes action for improvement. Contains a chapter on "The Marketing of Fish and Fish Products in the Caribbean".

80 FAO/Ministry of Agriculture and Cooperatives, Thailand, Thai
1980 freshwater prawn and brine shrimp farming. Report on a study of economics, marketing and processing requirements. Bangpagang (Thailand), 123p. 11 ref. THA/75/008/80/WP17.
Presents the results of market research studies to determine domestic distribution and sales characteristics, export market potential, and processing and packaging techniques to maintain quality standards for export in freshwater prawn farming. Also covers the production, processing and marketing of brine shrimps.

81 FAO/OEA, Informe del Seminario Regional FAO/OEA sobre Mer-
1976 cadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. FAO Inf.Pesca, (177):36p.
The seminar covers problems of internal and external marketing of fishery products in the context of the need for development in this field. This document presents discussions and recommendations of the seminar.

82 Faria, S.M., The Northeast Seafood Book. A manual of seafood
1984 products, marketing, and utilization. Boston (US), Masachussetts Divison of Marine Fisheries, 269p.
Looks at seafood generally: its production, processing, distribution, marketing, pricing and quality control. Looks at different types of products, at nutritional aspects, public health controls, and cooking.

83 Feidi, I., Arab Republic of Egypt. Economics of production, transport
1975 and marketing of the Lake Nasser fisheries. Rome, FAO, 78p. 29 tab. 27 fig. DP EGY/66/558/12.
Looks at fish collection and transportation, marketing in various areas, together with suggestions to increase marketing efficiency, and recommendations regarding the whole field, from landing to marketing.

84 Fernando, S., The marketing system in the small-scale fishery of Sri
1985 Lanka: does the middleman exploit the fisherman? In Small-scale fisheries in Asia: socio-economic analysis and policy, T. Panayotou. Ottawa, Ontario, IDRC, p.185-96.
Investigates theory that marketing structure should be held responsibile for low prices paid by consumer. Do middlemen-traders make excessive profits? Evaluates profits of two different types of middlemen - assemblers and retailers - and the level of profit earned.

85 FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept., 1977 1976. Canberra, Dept.of Primary Industry, Australian Government Publishing Service, 762p.
Report and papers of a seminar whose theme was "the catching, processing and marketing of fish".

86 Forrest, D.M., Eel capture, culture, processing and marketing. 1976 Farnham, (UK), Fishing News (Books) Ltd, 205p. 4p. ref.
The section on eel marketing looks at weight and value of wild eels caught annually, average prices, exports. Also comments on European wholesale markets by country.

87 Fouéré, J.F., Yemen Arab Republic. Summary of marketing 1975 surveys and activities. Rome, FAO. DP 9/10 YEM/003/02.
Presents results of surveys regarding infrastructures - retail markets, transport, storage, auctions, distribution, processing.

88 GFCM, Marketing of fresh and frozen fish in Mediterranean 1970 countries. Stud.Rev.Gen.Fish.Coun. Mediterr., (50):137p. Marketing of fresh and frozen fish in Mediterranean countries/Italy. Stud.Rev.Gen.Fish.Coun.Mediterr., (50) Sup.: 24p. En., Fr.
Presents the results of a survey on fresh and frozen fish marketing in countries bordering the Mediterranean. The general section covers supply and demand, distribution methods, margins and costs of distribution and fish consumption, followed by country surveys.

89 GFCM, Report of the Technical Consultation on the Utilization of 1981 Small Pelagic Species in the Mediterranean Area, Madrid, 11-14 May 1981. FAO Fish.Rep., (252):159p. En., Fr.
Presents final report of the consultation, whose major topics included status of the small pelagic fish industry, handling on board and unloading, processing, promotion of consumption, market expansion and requirements for market research, and possibilities of regional collaboration for a better utilization of small pelagic resources.

90 GFCM, Report of the Second Technical Consultation on the Utili- 1985 zation of Small Pelagic Species in the Mediterranean Area, Zadar, Yugoslavia, 7-10 May 1985. FAO Fish.Rep., (331): 202p. En., Fr.

Report and papers of the consultation, which considered the results of a regional programme of research on better utilization of small pelagic species: handling on board, processing and marketing problems.

91 GFCM, Report of the Third Technical Consultation on the Utili-
1987 zation of Small Pelagic Species in the Mediterranean Area, Amalfi, Italy, 6-10 October 1987. FAO Fish.Rep., (390):215p. En., Fr.
Reviews and discusses status and outlook of marketing of small pelagic fish and related products. Particular attention is paid to consumption, promotion, handling and processing of small pelagic species and to research into the development of new improved products.

92 Giudicelli, M., La langouste, sa biologie et sa pêche, le stockage de la
1971 langouste tropicale vivante, son conditionnement et son exportation. v.1: Texte. v.2: Planches. Talence (France), Université de Bordeaux. v.1:225p. v.2:145p. 17p. ref. Thèse.
Looks at the biology, capture, conservation, transport, and marketing of live lobsters. Economic aspects of marketing, international supply and demand, and market studies regarding organization of new export systems.

93 Gladwin, H., Indigenous knowledge of fish processing and market-
1980 ing utilized by women traders of Cape Coast, Ghana. In Indigenous knowledge systems and development. D.W. Brokensha, D.M. Warren and G. Warner(eds.) Lanham, MD, University Press of America, p.131-50.
Examines common assertions in regard to the case of Fante women fish sellers of Cape Coast, such as their lack of economic ability, their monopolistic control over market prices, their excessive profits and waste of capital, from the perspective of the knowledge system they use.

94 Gnielinski, S. von, Côte d'Ivoire. Aspects sociologiques et écono-
1979 miques de la pêche du Lac Kossou. Rome, FAO, 30p. 2p. ref. DP/IVC/77/006/1.
A study of the socio-economic aspects of fishing on Lake Kossou, containing comments on marketing possibilities.

95 Gonzalez-Manero, C. Fishery Development Project, Mauritius.
1971 Marketing of fishery products. Rome, FAO, 31p. 11 ref. FI:SF/MAR 5. Tech. Rep. 1.

Report of a project to develop the fishing industry in Mauritius and to carry out marketing studies. Reviews the marketing situation and recommends the reduction of fish imports and improvement of retail price elasticity. Local production of good salted fish should be increased in order to avoid its importation.

96 Gopalakrishna Iyer, T.S., et al., Quality of fish in retail markets of
1986 Bombay. Fish.Technol.Soc.Fish.Technol.,Cochin, 23(1): 78-83. 15 ref.
Reviews a study carried out on the quality of fresh fish in retail markets of Bombay which revealed only 75% of samples of acceptable quality. Also discusses quality of fish in different markets.

97 Grantham, G.J., The utilization of krill. Rome, FAO, 61p. 10p. ref.
1977 16 tab. En., Es. GLO/SO/77/3.
A survey of current knowledge of biochemistry, processing and marketing of Antarctic krill. The section on products and markets looks in detail at various krill products, their acceptability and marketing possibilities.

98 Guerrero, C.V., Bangus (Chanos chanos) marketing in the
1977 Philippines. In Indo-Pacific Fisheries Council, Proceedings of the 17th Indo-Pacific Fisheries Council. Bangkok, FAO RAFE, p.431-6. 4 fig. 12 tab.
Presents data on bangus marketing obtained from interviews with producers and dealers.

99 Guest, W.C. and J.A. Prentice, Transportation techniques for blue-
1982 back herring. Prog.Fish.Cultur., 44(4):183-5. 8 ref.
Study of methods, concentrations and kinds of anaesthetics appropriate for use in hauling water for the successful air or truck transport of blueback herring.

100 Hamlisch, R. et al., Peru. Evaluation of the parastatal system of
1981 domestic marketing of fisheries products. Rome, FAO, 60p. 9 tab. En., Es.
EPSEP (Public Enterprise for Fisheries Services) was set up in 1971 with the scope of developing fishery products industries and increasing the utilization and marketing of low cost fish. This report evaluates its operations.

101 Hanek, G. Le rôle des femmes dans la pêche de la République du
1986 Cap-Vert. Praia, FAO/UNDP, 47p. 24 ref. 11 tab. 10 fig. CVI/82/003/RAPP/TEC/20. Fr, Pt.
Studies role of women in fisheries of Cape Verde. Deals with production and processing, distribution and transportation, supply and prices, costs, losses and revenue.

102 Hannesson, R., The effects of a fishermen's monopoly in the market
1985 for unprocessed fish. Mar.Res.Econ., 2(1):75-85.
Considers the effects of granting a fishermen's sales organization exclusive rights to sell unprocessed fish.

103 Hayes, R.G., Fisheries trade: the trade establishment. In Proceed-
1983 ings of the International Seafood Trade Conference, Sept.8-12, 1982, Anchorage, Alaska, B.R. Melteff (ed.). Fairbanks, University of Alaska, p.331-40.
Identifies the US government bureaucracy that deals with fisheries trade and describes its interaction with the US fishing industry.

104 Haywood, K.H. and E. Ruckes, A business management game for
1981 training of fish marketing personnel. In Applied operations research in fishing. K. Brian Hale (ed.) New York, London, Plenum Press, p.261-72. 11 ref.
A review of training opportunities provided by FAO and WFA, of characteristics of management games, and a report of a game run at the FAO/SIDA training course for fish marketing personnel in Sri Lanka. Analyses educational advantages and limitations.

105 Hoof, L.,van, Small-scale fish production and marketing in Shenge,
1986 Sierra Leone. Cotonou (Benin), IDAF Project, 34p. 9 ref. IDAF/WP/12.
Review of small-scale fish production and marketing in Shenge. Covers in particular women processors and processor-traders.

106 Hopkins, M.L. and K.D. Hopkins, Tilapia marketing tests in Kuwait.
1986 In Proceedings of the First Asian Fisheries Forum, edited by J.L. Maclean, L.B. Dizon, and L.V. Hosillos. Manila, The Asian Fisheries Society, p.433-5.
Describes the introduction of live tilapia into the Kuwait market as part of a project to determine their aquaculture potential. Discusses marketing strategies for new aquaculture products.

107 Horn, J.H., Processing and marketing of shark in Trinidad. Rome, 1986 FAO, 27p. DP/TRI/82/003. Field Doc.2.
Reviews correct methods of handling and processing shark, gives details of demonstration courses and shark products presentation, and recipes for shark products.

108 Horn, J.H., Rwanda. Etude sur le potential de traitement et de 1983 commercialisation du poisson. Rome, FAO, 8p. En., Fr. DP/RWA/77/010. Doc. de Travail 1.
Part of the project "Développement des Pêches du Lac Kivu". Report on project activities in processing, drying, market studies regarding sun-dried sardines, freezing and market study regarding frozen sardines.

109 Hotta, M., Fish trade in the Near East region. Rome, FAO, 79p. 1979 IOP/TECH/79/25.
Examines trends in production, trade and consumption of fish in Near East region and presents perspectives for future demand for, and production of, fish in the region. Appendix gives detailed review country by country.

110 Hotta, M., The international market for cephalopods. Kuala 1983 Lumpur, FAO/INFOFISH, 53p. 18 tab. ADB/INFOFISH Market Report Vol.14.
Part of a series of studies to assist ADB and member countries to plan future investment in fish production and marketing facilities. Analyses market situation and projected future absorptive capacity of domestic markets for fishery products in developing member countries of the ADB. Examines export market potential. Forecasts supply, demand and prices for key fishery products for 1990.

111 Hotta, M., Production, trade and consumption in cephalopods and 1976 cephalopod products. FAO Fish.Circ., (340):83p. 5p. ref.
Describes types of cephalopods and their location, production trends area by area, utilization, international trade, and present and future consumption trends.

112 Indian Institute of Management, Ahmedbad, Inland fish marketing
1985 in India. v.1: Overview: summary and conclusions. v.2: Fish seed production and marketing. v.3: Fresh water culture fisheries. v.4a: Reservoir fisheries. v.4b: Case studies and profiles of selected major reservoirs. v.5: Riverine fish systems. v.6: Brackish water culture, estuaries, lakes and swamps. v.7: Markets cooperatives and corporations. v.8: Data base for planning and control. Ahmedabad, IIM.
An 8-volume study covering fishery product marketing, economic aspects, marketing organization, and cooperative marketing.

113 Indian Institute of Management, Ahmedabad, Marine fish market-
1984 ing in India. v.1: Summary and conclusions. v.2 pt.1: Current situation: production and marketing: West Coast. v.2 pt.2.: Current situation: production and marketing: East Coast. v.3: Consumer behaviour and projected demand. v.4: Supplies: trends and projections. v.5-6: Intermediaries in marketing. Investment opportunities in supply and marketing infrastructure. Database and information requirement. Ahmedabad, IIM.
Looks at the situation in fisheries in India. The results of a household consumer study lead to conclusions regarding demand. Marine fish supplies are projected and methodology for projections explained. Intermediaries are studied and investment opportunities and working capital needs examined.

114 INFOFISH, Proceedings of INFOFISH Tuna Trade Conference,
1986 Bangkok, Thailand, 25-27 February 1986. 170p. GCP/RAS/096.
Contains the papers of the conference. Sessions II: Industry and Market Situation and III: Aspects of Market Access contain papers of interest, with particular emphasis on the United States and Japan.

115 INFOFISH, Shrimp '88, Bangkok, Thailand, 26-28 January 1988.
1988 Kuala Lumpur, INFOFISH, 257p.
Proceedings of the Shrimp '88 Conference, sessions of which cover: Industry and Market Situation and Aspects of Market Access.

116 Instituto de Reforma de las Estructuras Comerciales, comercializa-
1977 ción de la pesca. Madrid, IRESCO, 421p. Colección Estudios IRESCO 13.

Looks at the fishing sector in the context of the Spanish economy, production, products and external trade, distribution and marketing, retail and wholesale. Analyses marketing process and makes recommendations for its improvement.

117 Insull, D. and D.A. Palfreman, The distribution of fish in France.
1972 London, White Fish Authority, 10p.
Examines principal stages of distribution: auction, port wholesalers, inland wholesalers and retailers. Second part of report describes the relationship between the various stages.

118 International Co-operative Alliance, London, Report of the First
1976 Open World Conference on Co-operative Fisheries, Tokyo, 29 September-4 October 1975. Theme: "Modernisation of Fisheries and the Rational Utilisation of Resources: the Role of Co-operatives". London, International Co-operative Alliance, 98p.
Reviews the role of cooperatives in the protection of fishery resources and in marketing and processing. Looks at case studies and at technical assistance for fisheries cooperative development in developing countries.

119 International Institute of Fisheries Economics and Trade, Proceed-
1983 ings of the First Conference of the International Institute of Fisheries Economics and Trade, Anchorage, USA, 8-12 September, 1982. See Melteff, B.R.

120 International Institute of Fisheries Economics and Trade, Proceed-
1985 ings of the Second Conference of the International Institute of Fisheries Economics and Trade, Christchurch, New Zealand, August 20-23, 1984. Oregon State University Sea Grant College Program, 2 vol.
Vol.1, Economic Recovery, Fisheries Economics, and Seafood Trade, contains the bulk of the conference papers, whose subjects include the changing structure of fisheries and seafood markets, their development and management, and market models. Vol 2, A Compendium of Papers on Seafood Trade and Markets, contains papers focusing on international seafood trade and aspects of seafood markets.

121 International Institute of Fisheries Economics and Trade/ Groupe
1987 d'Etude des Ressources Maritime, Proceedings of the International Conference of the Groupe d'Etude des Ressources Maritime on Small-Scale Fisheries and Economic

Development and of the Third Biennial Conference of the International Institute of Fisheries Economics and Trade on Fisheries Trade, Development and Policies, held at the University of Quebec at Rimouski, Canada, August 10-15, 1986. 2 vols. Rimouski (Canada), GERMA, 1224p. En., Es., Fr. Papers cover international trade, marketing systems and specific markets.

122 International Resource Development Incorporation (Cn, US),
1986 Seafood processing and distribution, market opportunities. Norwalk (Cn), IRDI, 244p. 20 tab.
A review of the US fresh and frozen seafood processing industry, covering supply and demand, the supplier industry structure and company profiles, and market projections.

123 International Trade Centre UNCTAD/GATT, Canned fish and
1982 shellfish in the Federal Republic of Germany. Geneva, International Trade Centre UNCTAD/GATT, 17p. 11 ref. Monographs on Trade Channels.
Describes distribution channels and identified potential importers. Gives information on trade fairs, trade associations and other organizations concerned with trade. Also data on size of markets and current trends.

124 International Trade Centre UNCTAD/GATT, Canned fish and shell-
1982 fish in France. Geneva, International Trade Centre UNCTAD/GATT, 21p. 10 ref. Monographs on Trade Channels.
See above.

125 International Trade Centre UNCTAD/GATT, Canned fish and
1981 shellfish in the United Kingdom Geneva, International Trade Centre UNCTAD/GATT, 20p. 8 ref. Monographs on Trade Channels.
See above.

126 International Trade Centre UNCTAD/GATT, Shrimps: a survey
1983 of the world market. Geneva, International Trade Centre UNCTAD/GATT, 273p. 41 tab.
Looks in general at the world market, reviewing supply and demand, market characteristics, competition and prices, distribution channels, and regional and national production. Then a series of country studies, reviewing above categories for each.

127 Jaubert, P., Marketing aspects of powdered products in the future. In
1974 Fishery products, R.Kreuzer (ed.). Surrey (UK), Fishing News (Books) Ltd., for FAO, p.391-4.
Deals with fish meal for animal nutrition, fish protein concentrate for milk replacers, and fish protein concentrate for human nutrition and reviews trends in their production, exports, imports and utilization.

128 Jayusuriya, E.P.P., Four approaches to fish marketing in Sri Lanka.
1980 In Indo-Pacific Fisheries Commission, Proceedings 19th Session, Kyoto, Japan, 21-30 May 1980. Section III. Bangkok, FAO RAPA, p.461-507. 4 map. 14 tab.
Sri Lankan fisheries are separated into four sectors: private, state, corporation and cooperative. Looks at the situation sector by sector, then at lessons to be learned from Sri Lankan experience.

129 Jones, A.H., and I.J. Clucas, A report on the handling, processing and
1976 marketing of fish in the Gambia. London, Tropical Products Institute, 68p. TPI Report 625.
Covers both artisanal and industrial fisheries. Sub-divided by type of fish, deals with their handling, processing, distribution and marketing. Also some information on exports.

130 Kalavathy, M.H., The organization of fish marketing in Madras
1985 fishing harbour. Madras (India), FAO/SIDA Bay of Bengal Programme, 16p. GCP/RAS/040/SWE. BOBP/WP/39.
Describes marketing organization in Madras fishing harbour and in particular the role of women in marketing.

131 Keating, C., Distribution of fresh fish in Australia. In FishExpo '76
1977 Seminar. Report of Proceedings, Melbourne 21-23 Sept.1976. Canberra, Dept.of Primary Industry, Australian Government Publishing Service, p.497-512. 3 graph.
Looks at the distribution of fresh fish in Australia.

132 Keating, C., Role of the Commonwealth government in seafood
1977 marketing. In FishExpo '76 Seminar. Report of Proceedings, Melbourne 21-23 Sept.1976. Canberra, Dept. of Primary Industry, Australian Government Publishing Service, p.571-91.
Discussion paper regarding role that Commonwealth government should be playing in the marketing of fish. Reviews the extent of its involvement and discusses whether the current level is justifiable and whether there are areas

where increased involvement would be beneficial. Appendix lists principal government agencies involved in the marketing of fish and shellfish.

133 Kebe, M., L'approvisionnement en poisson de la région du Cap-Vert
1982 (Sénégal). In Proceedings of the FAO Expert Consultation on Fish Technology in Africa, Casablanca, Morocco, 7-11 June 1982. FAO Fish.Rep., (268) Suppl.:229-57. 21 tab. 5 ref. Fr., en., fr.
Study of artisanal fisheries in the Cap Vert region. Describes fishermen's production and evaluates total landed production in weight and value. Describes fish trade in Cap Vert, evaluates consumption of fresh and processed fish. Analyses costs of fish trade.

134 Kebe, M., Mareyage de poisson frais au marche de gros de Gueule-
1983 Tapee (Dakar). Doc.Sci.Cent.Rech.Océanogr.Dakar-Tiaroye, (85):29-43.
Presents an analysis of fisheries embarcations between October 1981 and September 1982, in order to evaluate the importance of the fish trade through the Gueule-Tapee wholesale market. Also looks at the socio-economic aspects of this market.

135 Kelsen, S., Report on fish handling, fish processing, fish marketing
1979 within the Philippine cooperative development. Rome, FAO, 45p. PHI/76/001.
Describes situation with regard to handling, processing, marketing and distribution among Philippine fishing cooperatives. Looks at training implemented and training manual. Makes recommendations regarding improvement of technical aspects in handling, storage and processing.

136 Kelsen, S., Trinidad and Tobago. Marketing of fish in Trinidad
1978 and Tobago. Rome, FAO, 56p. 2 map. 15 fig. TRI/77/004/1.
Looks at present situation and suggests improvements, including operations and infrastructures. Suggests a price support scheme for fish instead of a fixed price system. Urges improvements in both wholesale and retail networks.

137 Kitson, G. and D.L. Hostis, The tuna market. Kuala Lumpur, FAO/
1983 INFOFISH. ADB/FAO/INFOFISH Market Studies, (2):100p. 45 tab. 32 fig. 45 app.
Part of a series of studies to assist ADB and member countries to plan future investment in fish production and marketing facilities. Analyses market situation and projected future

absorptive capacity of domestic markets for fishery products in developing member countries of the ADB. Examines export market potential. Forecasts supply, demand and prices for key fishery products for 1990.

138 Kitson, G. and J.Maynard, High value finfish markets in Hong
1983 Kong, Singapore and Japan. Kuala Lumpur, FAO/INFOFISH. ADB/FAO/INFOFISH Market Report, (8):25p. 6 tab. 11 app. As no.137.

139 Kreuzer, R. (ed.), Fishery products. Surrey (UK), Fishing News
1974 (Books) Ltd., for FAO, 462p. En., es., fr.
Papers of the FAO Technical Conference on Fishery Products, held in Tokyo, Japan, 4-11 Dec., 1973.

140 Kreuzer, R. and R. Ahmed, Shark utilization and marketing. Rome,
1978 FAO, 180p. 3p. ref. En., Es., Ja.
A joint FAO/UNCTAD/GATT study giving detailed information of all aspects of shark product marketing: supply, demand, utilization, processing, quality control, export (including case studies by country).

141 Krone, W., Distribución del pescado. In Informe del Seminario
1976 FAO/PNUD sobre conservación y comercialización de pescado, Vigo (Espana), 30 de septiembre - 12 de octubre de 1974. Rome, FAO, p.48-53. DP/RLA/72/104/1
Distribution, the physical process of moving fish from producer to consumer, is one of the most important aspects of marketing, and must be considered with other aspects. This paper deals with the three most important steps: to wholesale markets in port and in the interior; to fish transport; and to retail markets. Also looks at role of government in fish distribution.

142 Krone, W., Frozen fish marketing in West African countries - a
1970 case study in fish marketing development. FAO Fish.Rep, (96):59p. 2p. ref.
Describes and analyses the system of frozen fish marketing in several West African countries. Case studies are presented for their application to other countries and areas with emerging fishing industries.

143 Krone, W., Integración vertical en la comercialización de pescado.
1976 Seminario Regional FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 9p. MP/76/Doc.24.
Looks at integration of fishery product marketing, and at the functioning of an integrated system for wholesale and retail marketing of fresh fish.

144 Krone, W. and E. Ruckes, Planning and operating inland central
1971 wholesale markets for fish. FAO Technical Conference on the Planning and Management of Central Wholesale Markets in Latin America, Brasilia, 18-22 October 1971. Rome, FAO, 24p. 8 ref. (Reprint)
Explains typical pattern of inland fish distribution and discusses role of inland central wholesale markets for fish and that of alternative fish wholesale distribution systems. Elaborates importance of product types and variety of assortment, landing structure, sales system and change during economic development.

145 Krone, W. and E. Ruckes, Venta de pescado al por mayor. Semina-
1976 rio FAO/OEA sobre Mercadeo de Productos Pesqueros, Lima, Perú, 9-30 de junio de 1976. 16p. MP/76/Doc.5.
Presents a distribution system model for wholesaling, looks at the functions of wholesale markets and economic analysis of marketing process. The appendix looks in detail at various constructional and administrative aspects of wholesale markets.

146 Lamendour, P.M., Handling, processing and marketing of fish.
1983 Syrian Arab Republic. Rome, FAO, 16p. TCP/SYR/0103. Field Doc.3.
Reviews existing situation regarding marine fisheries and fish farming, and handling, processing and marketing. Makes recommendations for improvement.

147 Lamendour, P. and V. Tichine, La République Populaire du Congo.
1976 Le traitement et la commercialisation de poisson. Rome, FAO, 22p. PRC/74/001/1.
Reviews present situation of marine and freshwater fisheries and the domestic market. Recommendations cover transport, processing, marketing - both domestic and external - and investment priorities.

148 Landell Mills Commodities Studies Ltd. (London), The world mar-
1983 ket for fish meal and the Asian/Pacific region. Kuala Lumpur, FAO/INFOFISH, 32p. 25 tables. ADB/INFOFISH Market Report Vol.5.
Part of a series of studies to assist ADB and member countries to plan future investment in fish production and marketing facilities. Analyses market situation and projected future absorptive capacity of domestic markets for fishery products in developing member countries of the ADB. Examines export market potential. Forecasts supply, demand and prices for key fishery products for 1990.

149 Lanier, B.V., International trade - groundfish. Rome, FAO, 32p.
1971 IOFC/DEV/71/18. En., fr.
Reviews, and provides statistics on, production, trade, market demand and future outlook of the groundfish trade.

150 Latanowicz, J., Analysis of the fish landing complex activities and
1985 future commercial viability against the background of the fish marketing system in the Bahamas. Rome, FAO, 62p. 16 ref. 7 tab. DP/BHA/82/002. Field Doc.1.
Describes fish marketing situation in the Bahamas, analyses domestic and export markets and their potential. Outlines marketing role of the newly-constructed fish landing complex.

151 Lawson, R.M., Economics of fisheries development. London,
1984 Frances Pinter (Publishers), 283p.
Contains chapters on the economics of the fish market and fish marketing and processing, with the emphasis on developing countries.

152 Lawson, R.M., Report on credit for artisanal fishermen in South-
1972 east Asia. FAO Fish.Rep., (122):63p. 5p. ref. En., Es., Fr.
The section on marketing looks at variability in marketing conditions throughout the region, the role of the various intermediaries involved in marketing, and the changing role of the trader.

153 Lawson, R.M. and E.A.Kwei, African entrepreneurship and econo-
1974 mic growth: a case study of the fishing industry of Ghana. Accra, Ghana Universities Press, 262p.
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